Today’s Session Objectives

1. Ensuring customer buy-in: Give homeowners what they want
2. Process yields the best possible outcome
3. Gain interest in multiple solutions as opposed to single measures

Topic #1
Ensuring customer buy-in: Give homeowners what they want
What Do Homeowners Want?
1. New perspectives and ideas
2. Willing to collaborate
3. Confidence in your ability to achieve results
4. Listen, really listen, to them
5. Understand all their wants and needs
6. Help avoid potential pitfalls

What Do Homeowners Want?
7. Craft a compelling solution
8. Communicate buying process
9. Connect with them personally
10. Provide value superior to other options
11. Save them time
12. Make it easy & convenient to do business

“What I’ll know when I see it.”
“You cannot earn a piece of business that is any larger than the amount of trust and respect you have established with the customer.”

When Do Customers Want a “Relationship”?

- Efficiency, simplicity, convenience
- Episodic interaction events
- Complex job, long-term usage

Topic #2
Process yields the best possible outcome
It’s not a sales process...
It’s a Collaborative Engagement, Exploration, Enablement, Enlightenment, Experience and Discovery Process to Facilitate the Customer Buying

Rules of Engagement
1. Servant leader mentality
2. You don’t know until you go
3. When a person can say No, Yeses will flow
4. “Sales Price Directive”
5. Trust and respect > Being liked
6. “Golden Rule of Sales”
7. Pressure is something you apply or feel when you don’t know what you are doing
8. Failure to hit the target...

Rules of Engagement
9. No cryptic chat or speaking in tongues
10. NO bad leads, only bad salespeople...
11. NO bad salespeople only bad sales leaders
12. Prescription w/o diagnosis is malpractice
13. No preso while diagnoso
14. Match your process to the customer’s
15. Connect the dots; Fill in the blanks
16. 100% responsibility for mess or success
Rules of Engagement

17. Share stories and experiences
18. Don’t do and say the same thing as others
19. Compare to a high documented standard not your competitor
20. Avoid claims that others can make
21. Provide strong, clear & concise statements
22. Avoid statements you cannot document
23. ALWAYS respect the customer
24. No when to walk away

SALES SUCCESS FORMULA:

Pain + Perceived Value > Fear + Risk + Money + Alternatives + Options

Status Quo < Urgency (Desire for Gain + Fear of Loss)

Positioning and Timing Are Paramount

Critical Considerations

- Structured NOT scripted
- Inquisitive NOT consultative
- Effectively efficient in dealing with right prospects
- Trust-securing, Confidence and Mutual Respect Building, and Relationship fostering
- Customer Centric – “Prove Intent”
  - Natural and conversational – LISTEN MORE
  - Experience: You control process, words, behavior
  - Share findings and options to consider
  - GOAL: Get and SHARE the truth, NOT the sale
  - Don’t care what they do as long as it’s knowingly
Customer Engagement, Enablement & Discovery Process

1. Introduction
2. Opening conversation
3. Determine symptoms
4. Gain commitment
5. Probe, Analyze, Measure, and Test

6. Secure permission to proceed
7. Diagnosis development
8. Prescription conveyance
9. Gain commitment to remedy & next step
10. Follow-up as appropriate

Topic #3
Gain interest in multiple solutions as opposed to single measures
### Bundles & Baby Steps
- Prioritize with a plan
- Red, yellow, green lights
  - If red lights not heeded, be ready to walk or remove guarantees
- Baby steps
- “Build the Perfect Home Environment”
- Lifestyle concern bundles
  - Package savings vs. a la carte
- Convenient & Flexible Investment Plans
  - Payzer, EGIA, Service Finance

**GOAL:** Needs ▶ Wants ▶ Must-Haves

### Questions

### Let Us Help You Create an Exceptional Experience

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